Community Webs Feedback and Engagement Survey Report
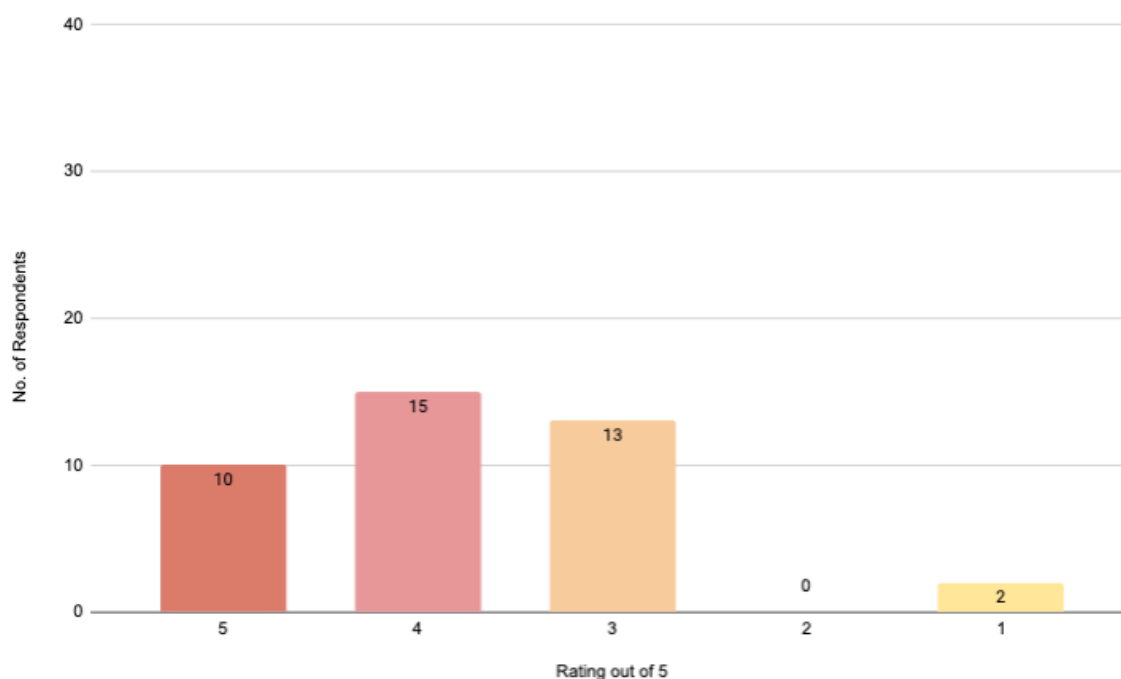
February 2022

In December 2021, all members of the Community Webs program were asked to respond to a Feedback and Engagement Survey. The survey was intended to solicit feedback on all aspects of the program for the purpose of program development and to provide members with an opportunity to express interest in some of the program's engagement initiatives. For a copy of the survey, please see here: https://bit.ly/CWFeedbackSurvey.

We distributed the survey to all Community Webs member organizations, including each organization's primary and secondary contacts, via Mailchimp and Slack (roughly 222 people). Members were given three weeks to respond. We received 40 responses. This report summarizes the responses we received for each question. For the purpose of brevity, in cases where respondents were asked open-ended, long answer questions, we have included in this report all responses that we received from more than one person.

Overall Experience in Community Webs

Respondents were asked to rate their overall experience in the program on a scale of 1 to 5, with 5 representing the best score. The median response we received was 4 out of 5 (38% of respondents), with 63% of respondents giving the program 4 or 5 out of 5. The mean response was 3.78.

Community Webs Overall Rating Out of 5

Respondents were asked to describe how they felt the program was going for them or their organization. The most common response we received was that members wished they had more time to devote to the program. Notably, of the respondents who gave the overall program a rating of 3 or lower on the first question above, 67% felt that they did not have enough time to devote to Community Webs. Other common responses we received were generally positive. They included:

- Expressing general satisfaction with the program (23% of respondents)
- Feeling they are making progress (in training modules, building collections, etc.) (20%)
- Believing the training modules and other resources are valuable (20%)
- Feeling the program overall is a valuable learning experience (10%)

- Expressing that the program allows their organization to develop a web archiving program and/or access Archive-It when it otherwise would have been difficult or impossible (10%)
- Stating that they enjoy using Archive-It or web archiving more generally (8%)

Negative responses were less common. However, 2 respondents (5% of total respondents) expressed each of the following sentiments: feeling overwhelmed by the program; wishing they had more connection with other members; experiencing technical difficulties with Archive-It or with web archiving more generally; feeling like they misunderstood the nature of the program when applying or do not understand the program. 3 respondents (8%) expressed that they do not feel they have support from their organization's management to fully participate in Community Webs.

When asked explicitly to identify gaps in the Community Webs program, respondents gave the following responses:
- 13% responded that they felt there were no gaps or that they were happy with the program
- 8% felt it was too early for them to say
- 8% expressed that they would like more live sessions / in-person meetings
- 5% stated that they would like an overview or centralized place where they could find information about what is happening in the program
- 5% noted that they would like training on the uses of web archives

Engagement

Respondents were asked to identify all aspects of the program they had participated in from a list of options. All respondents to the survey had participated in at least one area of activity related to Community Webs. The majority (65%) of respondents have participated in 3 or more areas of activity. These activities (and number of respondents) are as follows:
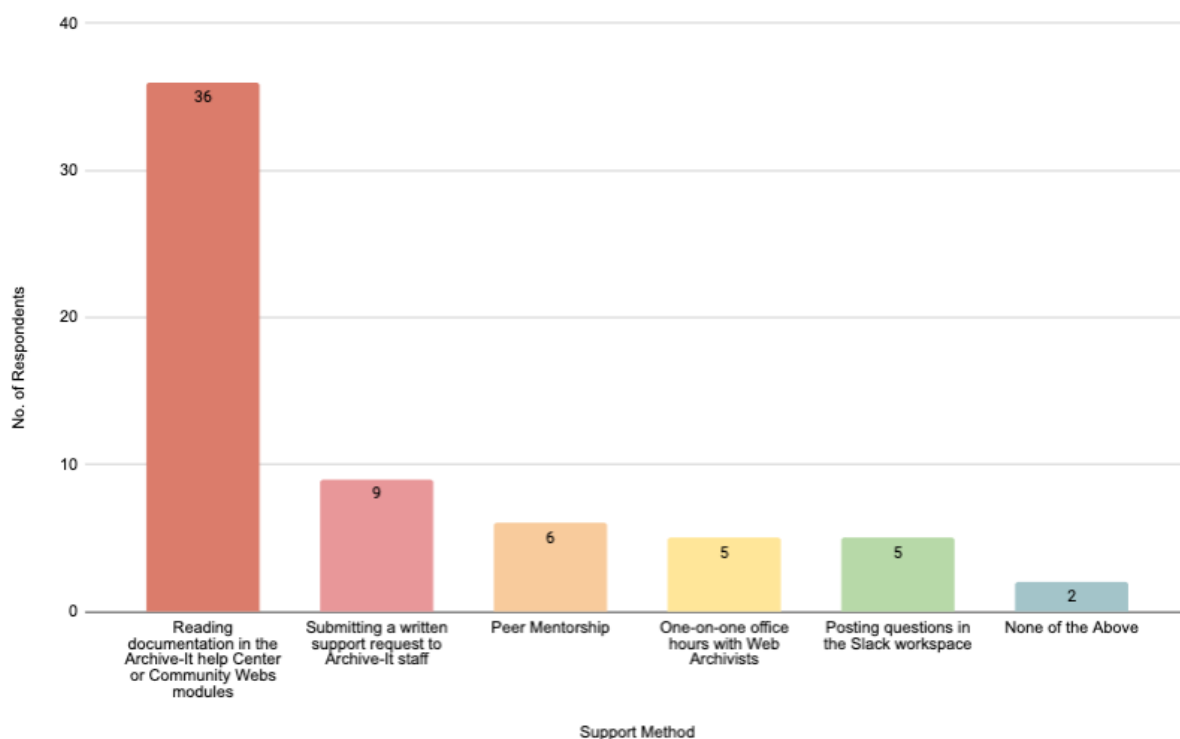
Activity	No. of Respondents	% of respondents
Attending live webinars, partner meeting(s) and/or training sessions	36	90%
Working through or completing training modules	35	88%
Building collections in Archive-It	27	68%
Posting/responding to messages in the Community Webs Slack workspace	9	23%
Attending Archive-It Office Hours	5	13%
Joining a Peer Mentorship Group	5	13%
Presenting at live webinars, partner meeting(s) and/or training sessions	3	8%
Writing a blog post for the Archive-It or Internet Archive blog	2	5%
Writing a blog post related to Community Webs for their own organization's blog or website	2	5%
Leading a Peer Mentorship Group	1	3%

Program and Technical Support

Respondents were asked to identify all the ways they had received programming or technical support from the following list of options: Reading documentation in the Archive-It help Center or Community Webs modules; Submitting a written support request to Archive-It staff; Peer Mentorship; One-on-one office hours with Web Archivists; Posting questions in the Slack workspace; None of the Above.

95% of respondents have taken advantage of at least one area of support. Responses were as follows:

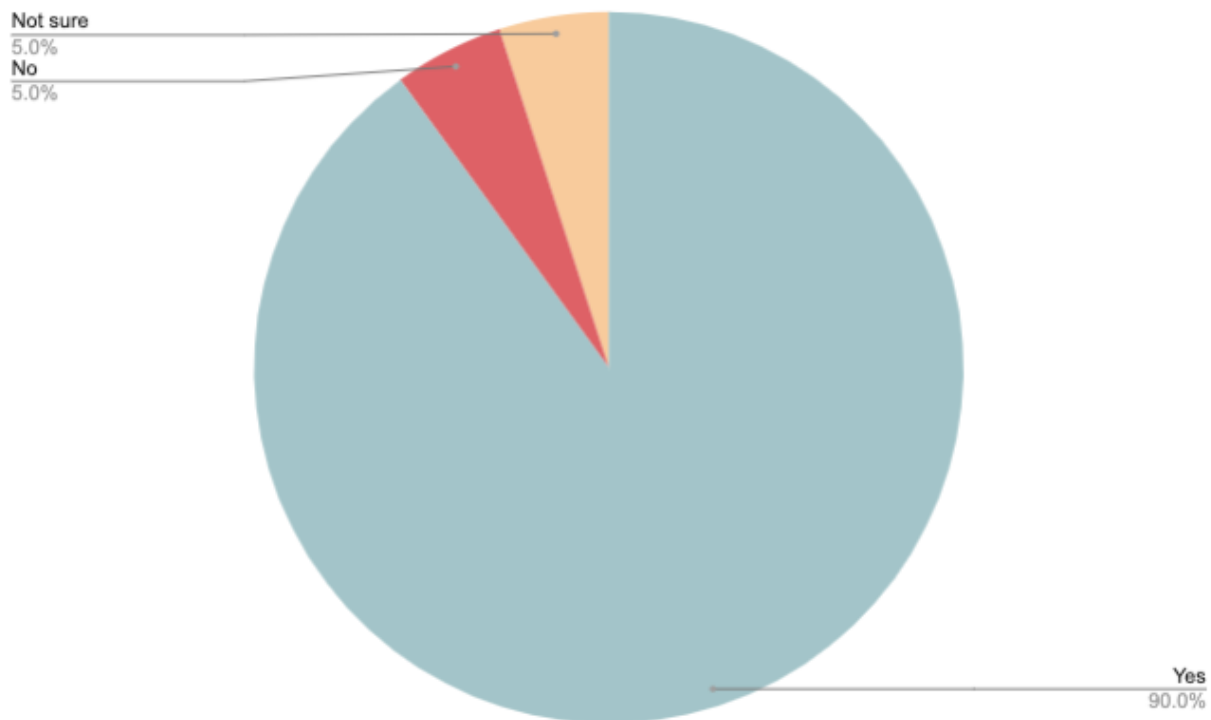**Methods of Support Used**

To the question of whether there are other ways respondents would like to receive programming or technical support, the following two responses were expressed by more than one person: 6 respondents (15%) stated they were happy with the existing means of support; and 2 respondents (5%) stated that they would like more direct check-ins or monitoring of progress.

Professional Development

We asked respondents whether they felt Community Webs was furthering their professional development. Responses were overwhelmingly positive. 90% of respondents said yes to this question; 5% said no; and 5% said they were not sure.

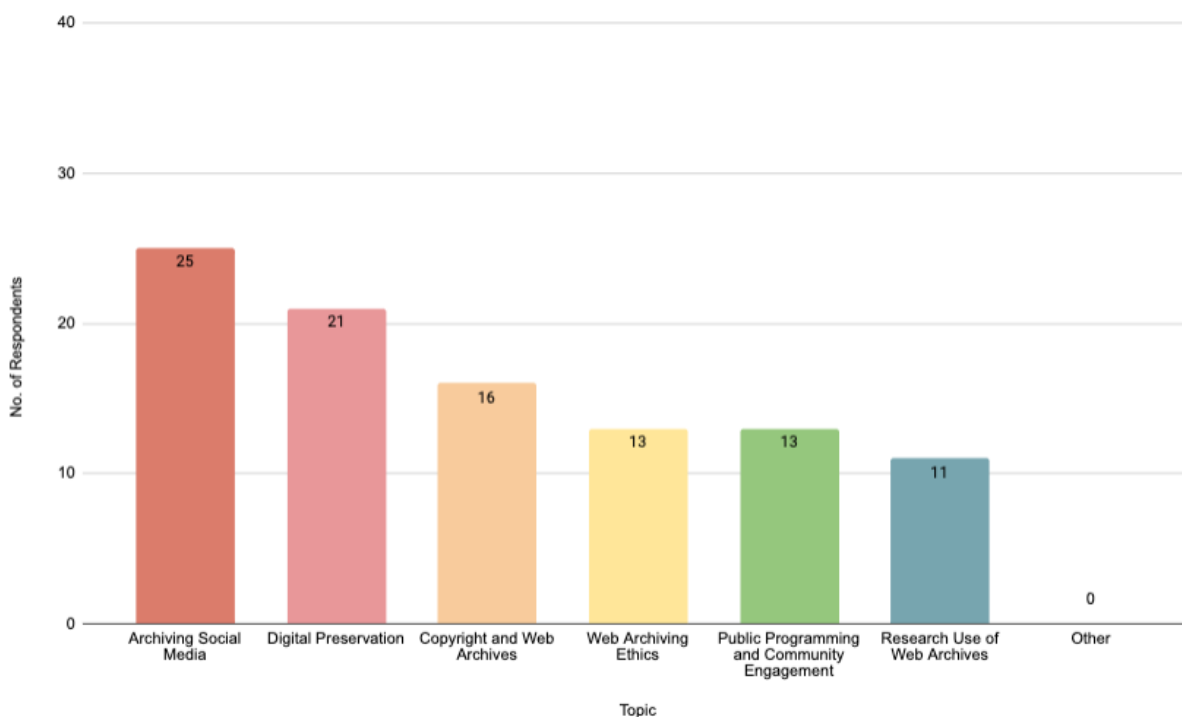**Is Community Webs Furthering Your Professional Development?**

Respondents were asked to describe the aspect(s) of the program they feel most contribute to their professional development, and/or to suggest professional development opportunities that they would like to see that are not currently part of Community Webs. The most common responses were that respondents: feel the program has been a valuable learning opportunity and/or has improved their knowledge or skillset (10%); believe the program has allowed the organization to preserve an important part of their community's heritage (5%); find the training modules and webinars to be the most useful aspects of the program for professional development (5%); and would like more information about digital preservation (5%).

Curriculum

We asked respondents to rate the Community Webs Training Modules on a scale of 1 to 5, 5 being the best score. Respondents rated the modules very positively, with a mean rating of 4.18. 88% of respondents gave the modules 4 or 5 out of 5. Respondents were then asked to describe the most helpful aspects of the modules, as well as areas for improvement. 8% of respondents stated that the amount of information and hyperlinks in the modules is overwhelming; 5% noted that they like the multimedia format; and 5% saw value in the modules as reference material that they could return to while using Archive-It.

Respondents were asked to select topics they would like to learn more about as part of the Community Webs curriculum from the following list: Archiving Social Media, Digital Preservation, Copyright and Web Archives, Web Archiving Ethics, Public Programming and Community Engagement; and Research Use of Web Archives. Responses were as follows:
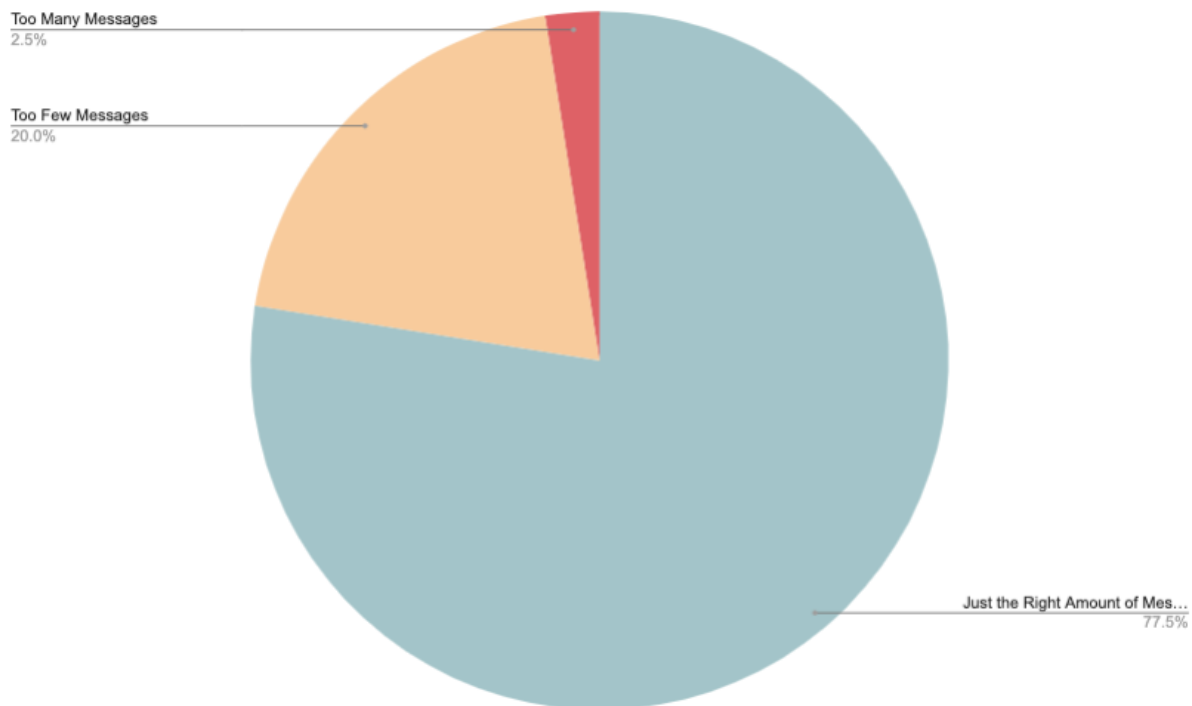
Training Topics of Interest

Communications

Respondents were asked to identify their preferred method of communication from a list of options. 39 of the 40 respondents stated that they prefer email communications. None of the respondents stated that they preferred Slack messages. 1 respondent left this question blank.

Finally, when asked about the cadence of Community Webs messaging, 78% of respondents replied that they received "just the right amount of messages"; 20% of respondents stated that they received "too few messages;" and 3% of respondents (1 person) felt that they received "too many messages."

How Would You Rate the Cadence of Communications?

Next Steps

In response to this survey, we are taking steps to develop and improve the program so that our Community Webs members get the most out of it. So far, we have implemented the following program elements in direct response to what we heard from you:

Improving Communications

Biweekly Community Webs Emails

We've started sending out emails every two weeks providing program updates. Our plan is to amalgamate most program announcements into these emails so that members receive consistent updates from us without being flooded with messaging. We hope this will improve communication cadence for those who feel they don't hear enough from us and give everyone a better sense of the many things going on in the program.

Sending Important Messaging Via Email

We always try to send important messages out via email and Slack. However, after hearing how much our members prefer email, we are making sure all important and program-related messaging is sent out via email, with only duplicate and minor messages (e.g. sharing links and articles) sent via Slack.

Facilitating Connections and Providing Support

Community Webs Drop-In Working Sessions

To help support live, in-person connections between members, provide a chance for folks to check in with us directly about web and digital archiving, and facilitate accountability in member web and digital archiving projects, we are piloting drop-in working sessions. Members can come work side-by-side with other members, get support from program staff, and ask questions.

AIT Technical Support

After hearing that many of our members had not taken advantage of the full breadth of AIT Technical Support available to them, we have started to more consistently promote Archive-It office hours, support tickets and live chat (when available). This includes reminding members of these services in biweekly emails and including information about them in our onboarding material. We want all Community Webs members to know that support is available if they need it.

Supporting All Kinds of Digital Collection Building

We have started to broaden the program out to support Community Webs members who may be interested in forms of digital collecting other than web archiving. This includes our recent [webinar](#) on building collections of digital objects on Archive.org and exploring expansion of our program offerings to include digitization services.

Coming Up

We also have a few new programming and administrative changes planned for the near future:

New Live Sessions and Training Modules

We are developing new training modules and live sessions in Digital Preservation and Use of Web Archives. These are both topics respondents expressed a desire to know more about and we hope live sessions will bring everyone together to learn and connect. We aim to launch these modules and sessions this Spring. We are also developing additional live session(s) to support members wishing to archive social media - a particularly tricky type of web archiving. Stay tuned!

Community Webs Member Overview Page

We are brainstorming ideas for a centralized place where members can go to learn about all the elements that make up Community Webs. We hope this will give everyone a better understanding of the program, help prevent members from feeling overwhelmed, and encourage everyone to engage with the program's various elements in the ways they choose.

Reviewing Module Content

We were so happy to hear how positively respondents viewed the [training modules](#) in Canvas. However, to make sure these stay relevant and useful, we plan to review the content regularly to make sure it stays up to date. We also plan to add guidance for how to approach the modules to make the amount of content less daunting.

If you have any questions or suggestions for how we can improve the program, please do not hesitate to reach out to us at commwebsinfo@archive.org.